# V-WEAR 1993 OVERVIEW

## MARKETING INFORMATION AND ANALYSIS
## FEBRUARY 1994

# V-WEAR 1993 OVERVIEW

## SUMMARY FINDINGS

- V-Wear mail receipts totaled 193,458 with 16% being received the last 4 weeks of the program (8/31-9/30/93)

- Hoarding of UPCs prior to V-Wear execution is apparent. In the first four weeks of the program 9,000 orders were received averaging 2.6 items and 120 UPCs per order.

- Direct mail proved to be the most effective tool in generating response with 2.95% of circulation.

- Full margin Slims smokers contributed 70% of all responders within each mailing and between 62-70% of the volume.

2

# V-WEAR 1993 OVERVIEW

## SUMMARY FINDINGS

- As expected, the largest share of new responders and items ordered came towards the end of the V-Wear program. Over half of the new responders and items ordered came within the last third and quarter of the program, respectively.

- In addition, contribution of high level items increased as consumers accumulated and redeemed a greater number of UPCs.

- On average, through the program, there were 2.53 items and 165 UPCs redeemed per order.

3

# V-WEAR 1993 OVERVIEW

## SUMMARY FINDINGS

*V War 93*

*162,689*

- The V-Wear program had 162,689 responders with 88% and 11% responding once and twice respectively.

- As expected, consumers fulfilling more than once tended to be higher volume consumers with multiple responders averaging 4.7 items ordered and 287 UPCs.

- As expected, the largest proportion of responders were female (98% of total responders) with two-thirds being between 25-44 years old.

- There is a strong correlation between the most frequently ordered items and the number of UPCs required. Four of the most frequently ordered items, accounting for 71% of the items ordered, were items requiring 40 UPCs or less.
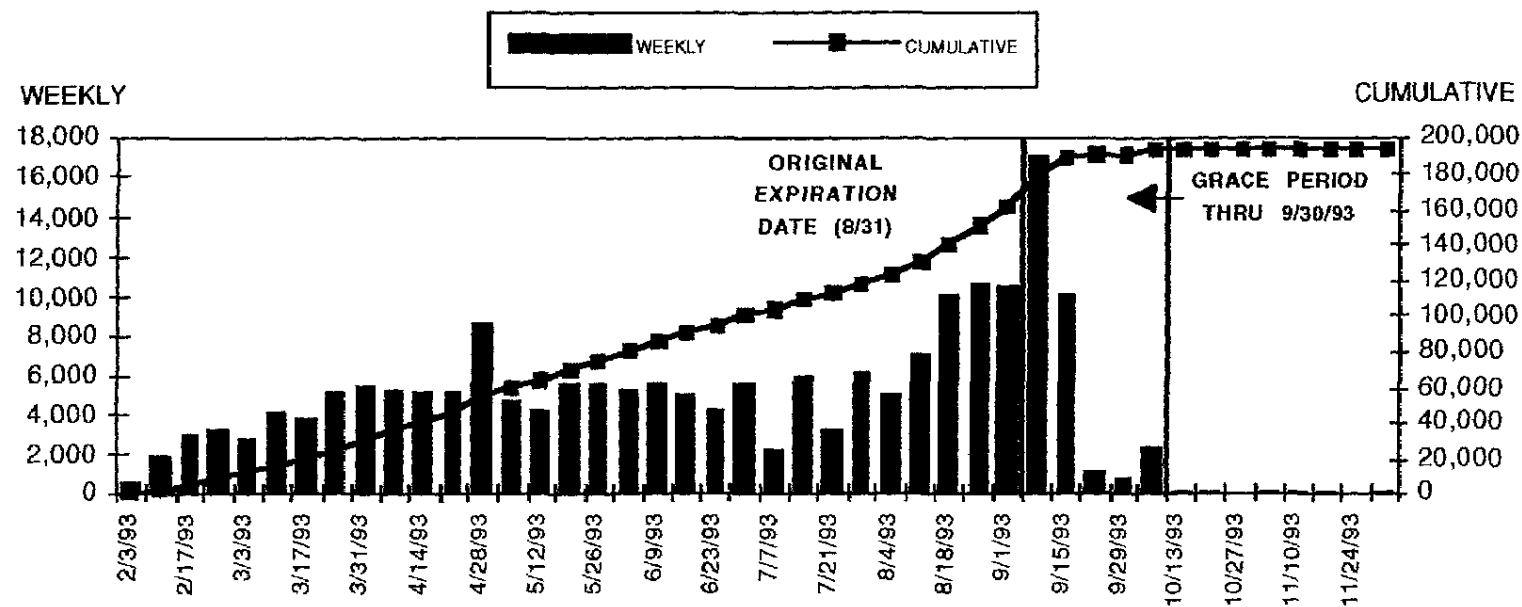
4

2071422788

# V-WEAR 1993 OVERVIEW

- 11-item (13 SKUs) fashion collection featuring the latest in street style clothing

- Launched in January 1993 with direct mail piece to Image (667,600) and Price (427,778) Club smokers

- Retail: B1G1/2CF w/Carton Insert for Sunglasses and BB catalog (5MM), B1G1F 2-Pack sleeve with BB for Catalog (1.375MM) and Take Ones (1.479MM) followed in February 1993

- Print support: Magazine 4-page gatefold: 20MM and FSI 1-page: 21.7MM; 3-page 34MM in February 1993

- Direct Mail #2: Image (644,142) and Price (411,799) dropped in March 1993

- FSI #2: 2-page: 55.296MM dropped in May 1993

# V-WEAR 1993 OVERVIEW

- Hoarding of UPCs is apparent -- 9,000 orders in the 1st four weeks.
- Mail receipts were stable throughout the program, with the exception towards the program's end.
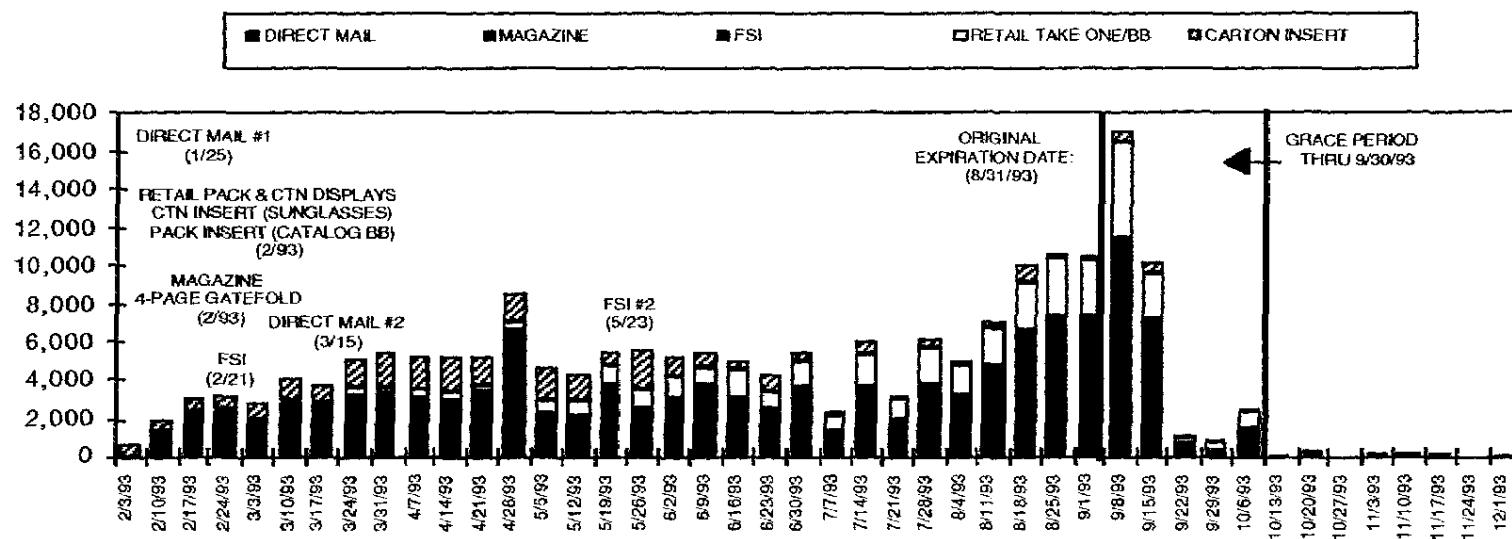
**WEEKLY AND CUMULATIVE MAIL RECEIPTS**

| ■■■■■WEEKLY | ─■─CUMULATIVE |
|---|---|

WEEKLY

CUMULATIVE



ORIGINAL
EXPIRATION
DATE (8/31)

GRACE PERIOD
THRU 9/30/93

6

# V-WEAR 1993 OVERVIEW

Launch began with direct mail to Image and Price smokers in late January.  Additional support at retail and in print media in February, followed by another Direct Mail and FSI in March and May, respectively.

## WEEKLY MAIL RECEIPTS BY MEDIA

| ■ DIRECT MAIL | ■ MAGAZINE | ■ FSI | □ RETAIL TAKE ONE/BB | ▨ CARTON INSERT |
|---|---|---|---|---|



DIRECT MAIL #1 (1/25)

RETAIL PACK & CTN DISPLAYS
CTN INSERT (SUNGLASSES)
PACK INSERT (CATALOG BB) (2/93)

MAGAZINE
4-PAGE GATEFOLD (2/93)

DIRECT MAIL #2 (3/15)

FSI (2/21)

FSI #2 (5/23)

ORIGINAL EXPIRATION DATE: (8/31/93)

GRACE PERIOD THRU 9/30/93

7

2071422791

# V-WEAR 1993 OVERVIEW

## Direct mail proved to be the most effective tool in generating response with 2.95% of circulation.

| | COST | MAIL RECEIPTS THRU 12/1/93 | COST/ MAIL RECEIPT | RESPONSE RATE |
|---|---|---|---|---|
| DIRECT MAIL | | | | |
| Direct Mail #1 | $988,434 | 51,684 | $19 | 4.72% |
| Direct Mail #2 | $845,130 | 12,138 | $70 | 1.14% |
| TOTAL | $1,833,564 | 63,822 | $29 | 2.95% |
| | | | | |
| MAGAZINE | $2,000,000 | 15,616 | $128 | 0.08% |
| | | | | |
| FSI | | | | |
| 3 page | $831,203 | 37,170 | $22 | 0.11% |
| 2 page | $988,100 | 7,452 | $133 | 0.01% |
| TOTAL | $1,819,303 | 44,622 | $41 | 0.05% |
| | | | | |
| RETAIL | | | | |
| Retail Take Ones* | $498,688 | 39,438 | $13 | 2.66% |
| Carton Insert (Sunglasses) | $250,000 | 30,050 | $8 | 0.60% |

* Retail mail receipts include receipts from take ones, BB from carton and pack insert, BB from orders and consumer affairs catalog requests
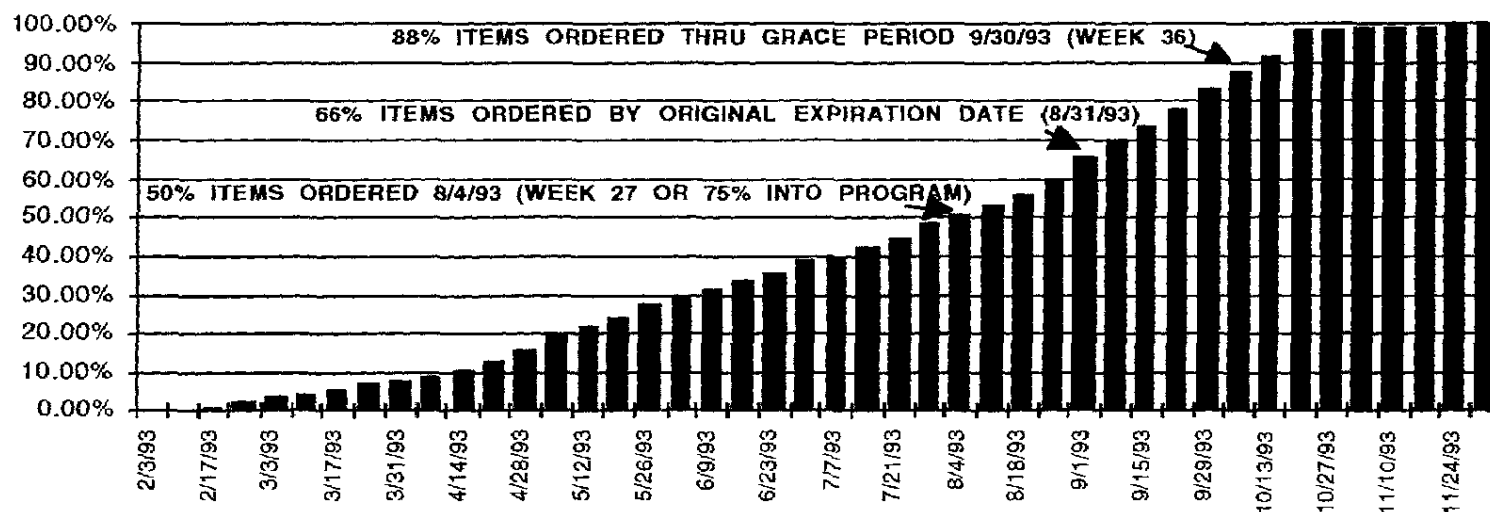
8

# V-WEAR 1993 OVERVIEW

Full margin Slims smokers accounted for 45% within each mailing but contributed 70% of responders and 62 - 70% of volume.

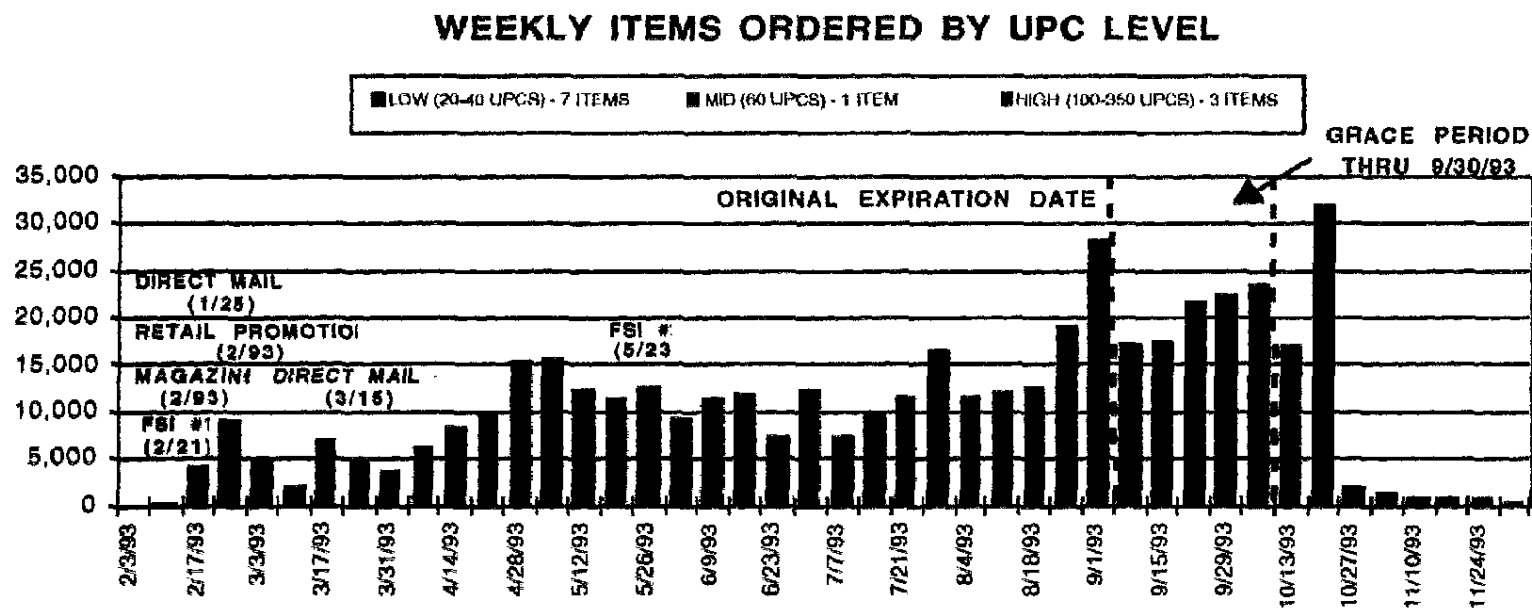| | DM #1 (JANUARY 1993) | | | DM #2 (MARCH 1993) | | |
|---|---|---|---|---|---|---|
| | SHARE OF MAILING | SHARE OF RESPONDERS | SHARE OF ITEMS | SHARE OF MAILING | SHARE OF RESPONDERS | SHARE OF ITEMS |
| "IMAGE" | | | | | | |
| Full Margin Plus | 1.6% | 9.6% | 11.1% | 1.6% | 7.1% | 6.8% |
| Full Margin Slims | 44.5% | 69.9% | 70.0% | 44.9% | 67.6% | 61.7% |
| Full Margin Competitive | 14.9% | 9.7% | 9.2% | 14.9% | 9.3% | 8.3% |
| SUB-TOTAL | 60.9% | 89.2% | 90.3% | 61.4% | 84.0% | 76.9% |
| "VALUE" | | | | | | |
| Deal Sensitive Slims | 1.4% | 2.5% | 2.5% | 1.4% | 2.2% | 3.5% |
| Deal Sensitive Competitive | 6.1% | 3.0% | 2.7% | 6.1% | 3.8% | 5.4% |
| Price/Value | 31.5% | 5.3% | 4.6% | 31.1% | 10.1% | 14.2% |
| SUB-TOTAL | 39.1% | 10.8% | 9.7% | 38.6% | 16.0% | 23.1% |

9

2071422793

# V-WEAR 1993 OVERVIEW

Consumer orders totaled 465,790 items, with a large proportion of items ordered towards the end of the program.
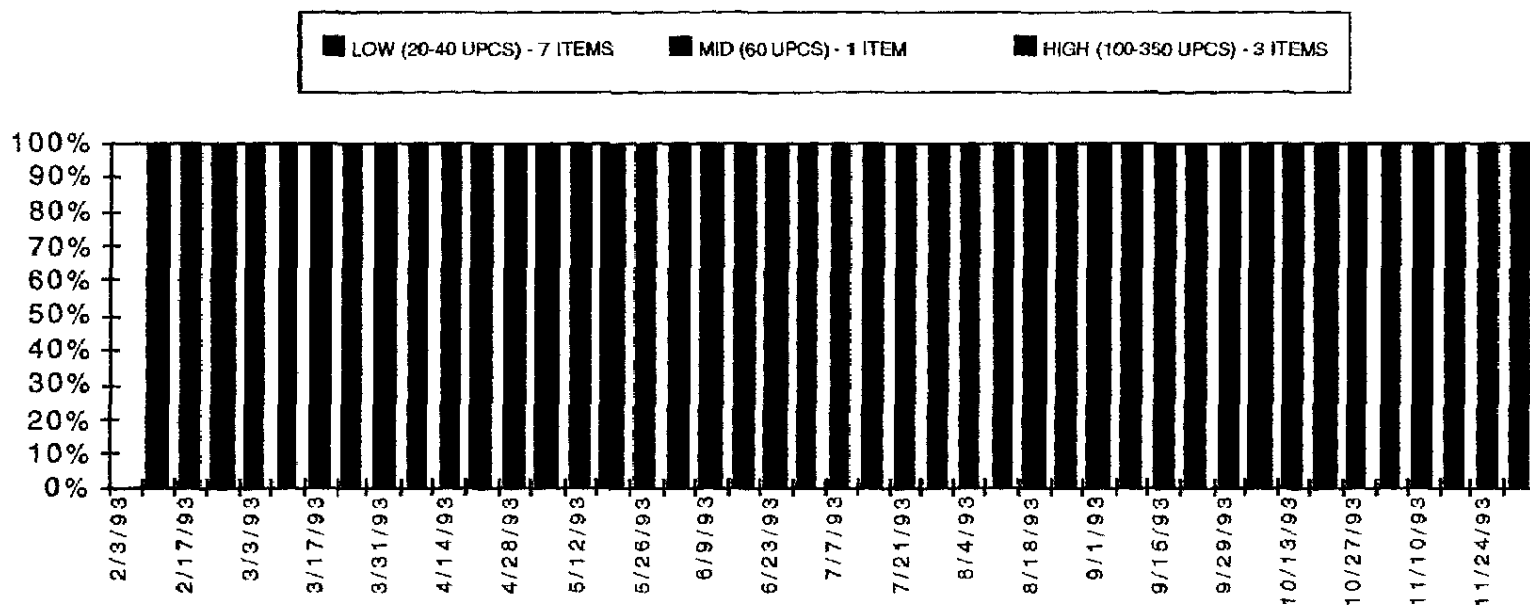
CUMULATIVE %RESPONSE: TOTAL ITEMS



88% ITEMS ORDERED THRU GRACE PERIOD 9/30/93 (WEEK 36)

66% ITEMS ORDERED BY ORIGINAL EXPIRATION DATE (8/31/93)

50% ITEMS ORDERED 8/4/93 (WEEK 27 OR 75% INTO PROGRAM)

10

# V-WEAR 1993 OVERVIEW

**On a weekly basis, low level (20-40 UPCS) items accounted for the vast majority of items demanded.**

## WEEKLY ITEMS ORDERED BY UPC LEVEL



LOW (20-40 UPCS) - 7 ITEMS      MID (60 UPCS) - 1 ITEM      HIGH (100-350 UPCS) - 3 ITEMS
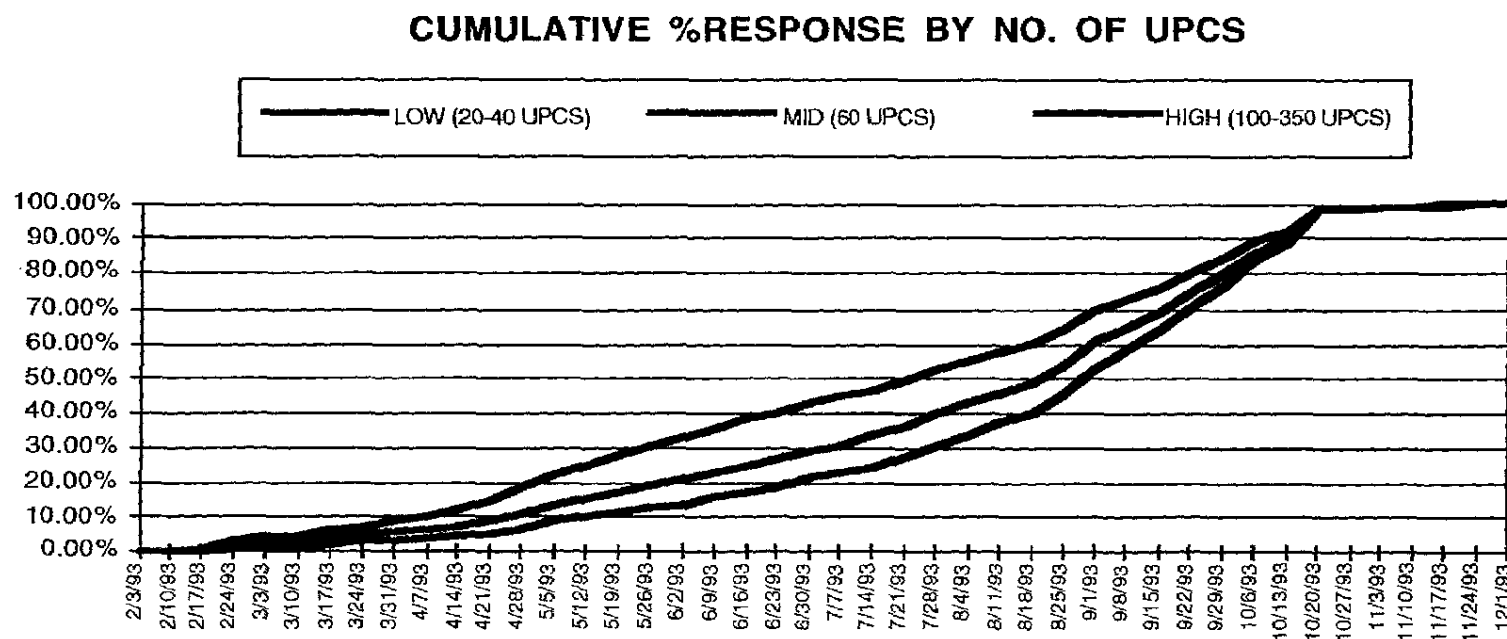
# V-WEAR 1993 OVERVIEW

**As expected, the contribution of high level items increased as the program progressed.**

WEEKLY % CONTRIBUTION OF ITEMS ORDERED BY UPC LEVEL

| ■ LOW (20-40 UPCS) - 7 ITEMS | ■ MID (60 UPCS) - 1 ITEM | ▮ HIGH (100-350 UPCS) - 3 ITEMS |
|---|---|---|



Graph x-axis dates: 2/3/93, 2/17/93, 3/3/93, 3/17/93, 3/31/93, 4/14/93, 4/28/93, 5/12/93, 5/26/93, 6/9/93, 6/23/93, 7/7/93, 7/21/93, 8/4/93, 8/18/93, 9/1/93, 9/15/93, 9/29/93, 10/13/93, 10/27/93, 11/10/93, 11/24/93
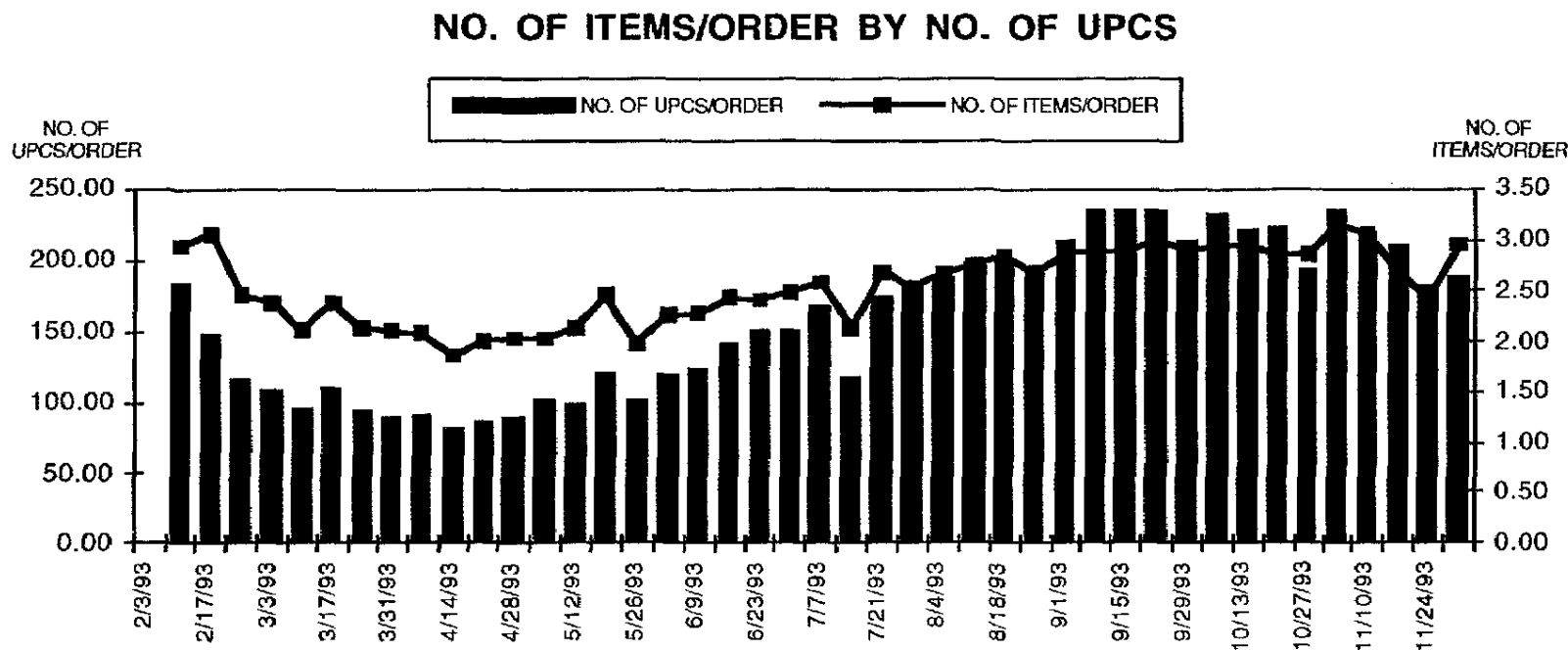
Graph y-axis: 0% to 100%

12

# V-WEAR 1993 OVERVIEW

As anticipated, the cumulative percent response of low level items was faster than high level items.

CUMULATIVE %RESPONSE BY NO. OF UPCS

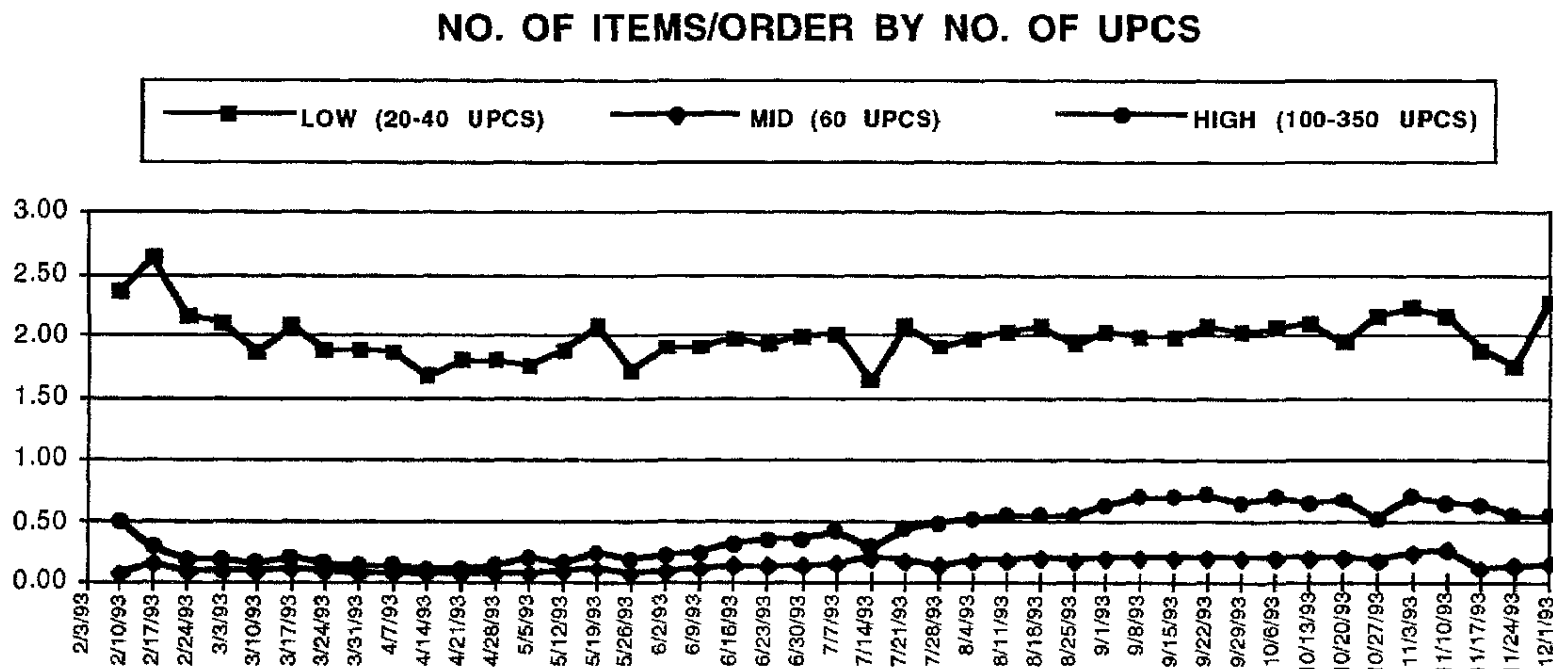| | | |
|---|---|---|
| ——— LOW (20-40 UPCS) | ——— MID (60 UPCS) | ——— HIGH (100-350 UPCS) |

# V-WEAR 1993 OVERVIEW

- The total program averaged 2.5 items and 165 UPCs per order.
- In the first four weeks, each order averaged 2.6 items and 120 UPCs which further substantiates hoarding.

## NO. OF ITEMS/ORDER BY NO. OF UPCS



**Legend:**
- ▬ NO. OF UPCS/ORDER
- ▪ NO. OF ITEMS/ORDER

NO. OF UPCS/ORDER (left y-axis): 0.00, 50.00, 100.00, 150.00, 200.00, 250.00

NO. OF ITEMS/ORDER (right y-axis): 0.00, 0.50, 1.00, 1.50, 2.00, 2.50, 3.00, 3.50

X-axis dates: 2/3/93, 2/17/93, 3/3/93, 3/17/93, 3/31/93, 4/14/93, 4/28/93, 5/12/93, 5/26/93, 6/9/93, 6/23/93, 7/7/93, 7/21/93, 8/4/93, 8/18/93, 9/1/93, 9/15/93, 9/29/93, 10/13/93, 10/27/93, 11/10/93, 11/24/93

14

# V-WEAR 1993 OVERVIEW

The number of high UPC items per order grew as the program progressed.

## NO. OF ITEMS/ORDER BY NO. OF UPCS

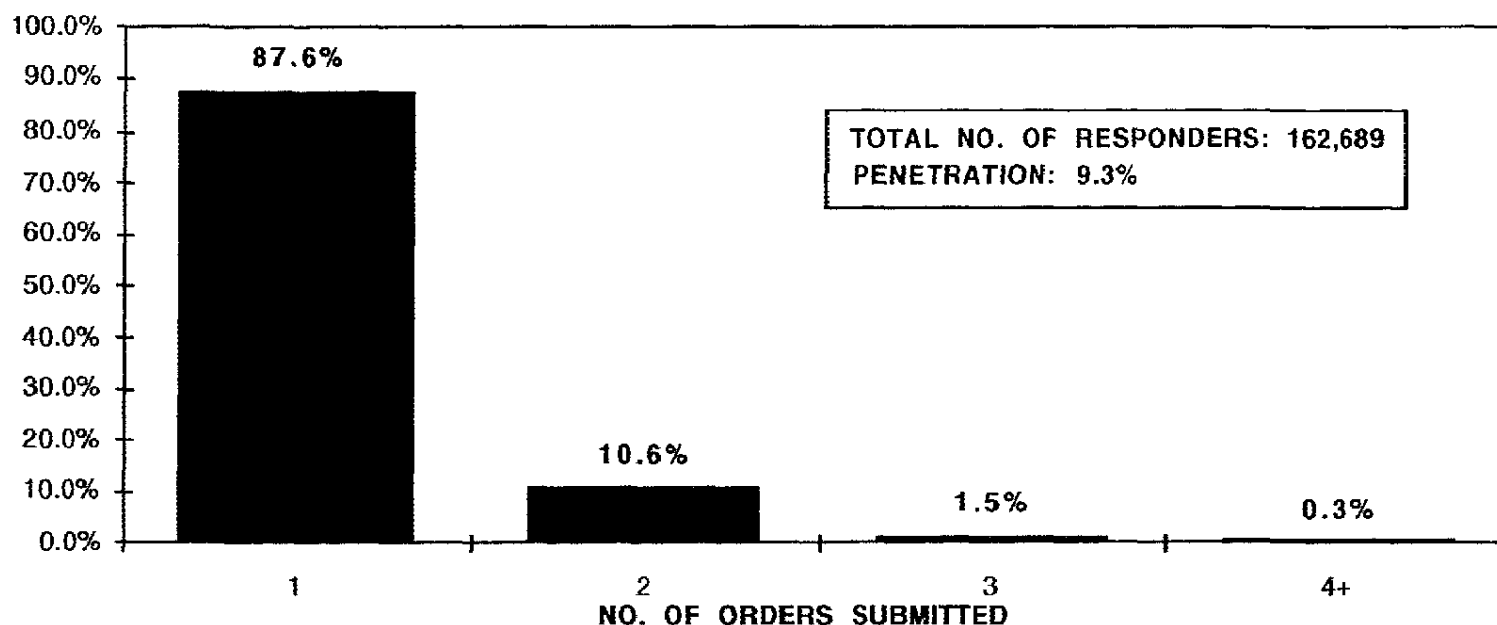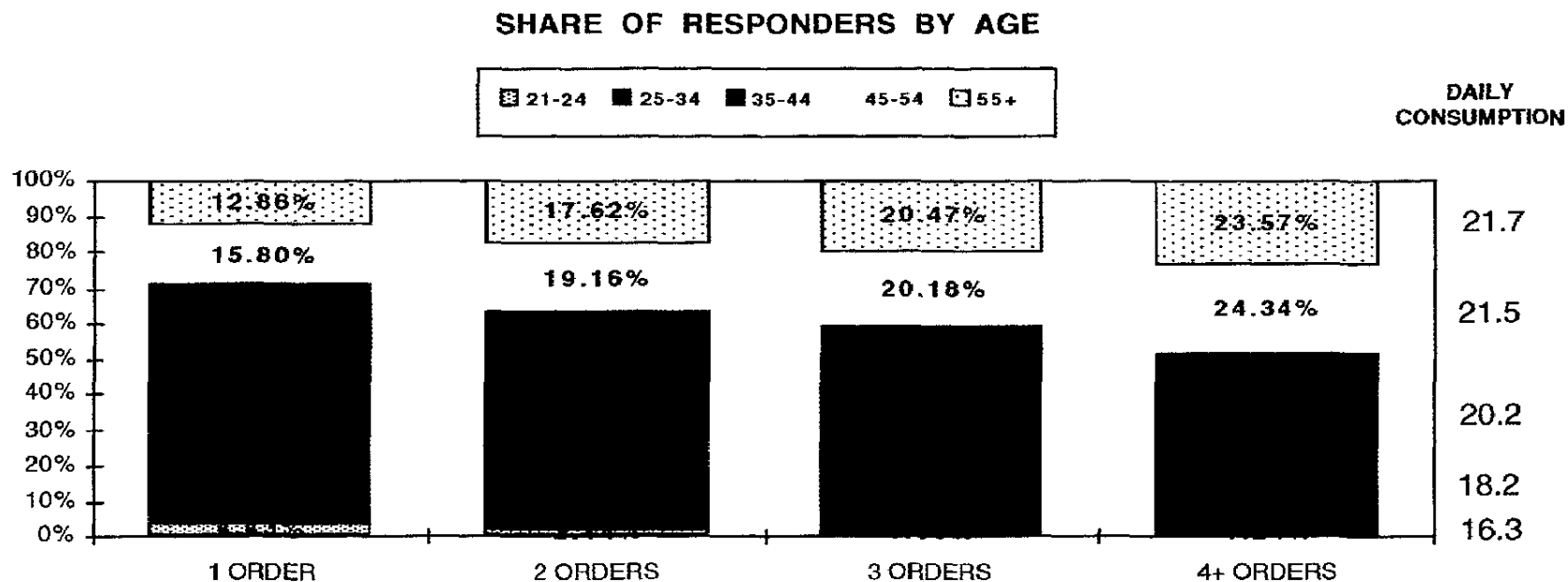| ■—— LOW (20-40 UPCS) | ◆—— MID (60 UPCS) | ●—— HIGH (100-350 UPCS) |
| --- | --- | --- |



15

2071422800

V-WEAR RESPONDERS

# V-WEAR 1993 OVERVIEW

In total, 162,689 consumers responded to the program, with 88% submitting one order.

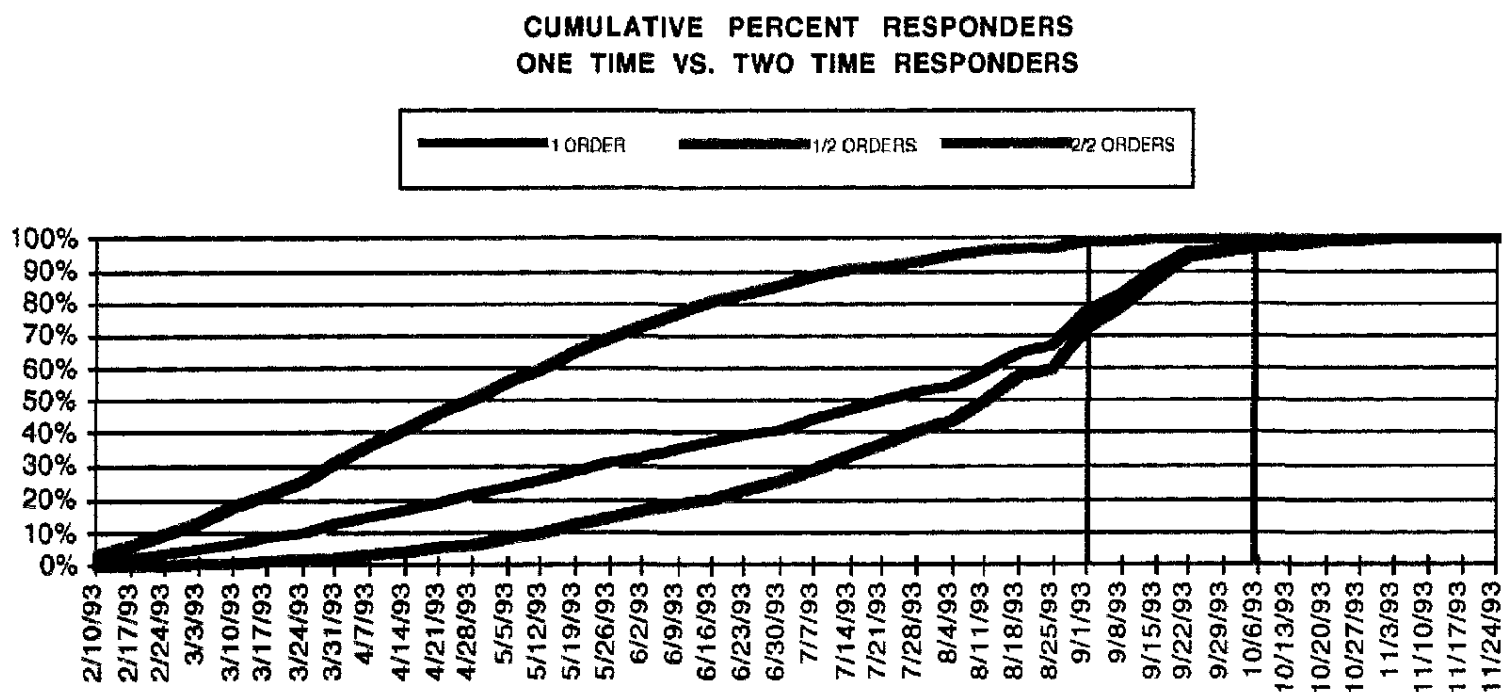RESPONDERS BY NO. OF ORDERS SUBMITTED



TOTAL NO. OF RESPONDERS: 162,689
PENETRATION: 9.3%

87.6%

10.6%

1.5%

0.3%

1       2       3       4+
NO. OF ORDERS SUBMITTED

# V-WEAR 1993 OVERVIEW

**Multiple responders skewed towards older smokers, who tend to have heavier consumption patterns.**

SHARE OF RESPONDERS BY AGE



Legend: ⊞ 21-24   ■ 25-34   ■ 35-44   45-54   ☐ 55+

DAILY CONSUMPTION

|  | 1 ORDER | 2 ORDERS | 3 ORDERS | 4+ ORDERS |
|---|---|---|---|---|
|  | 12.86% | 17.62% | 20.47% | 23.57% |
|  | 15.80% | 19.16% | 20.18% | 24.34% |

Daily consumption axis: 21.7, 21.5, 20.2, 18.2, 16.3
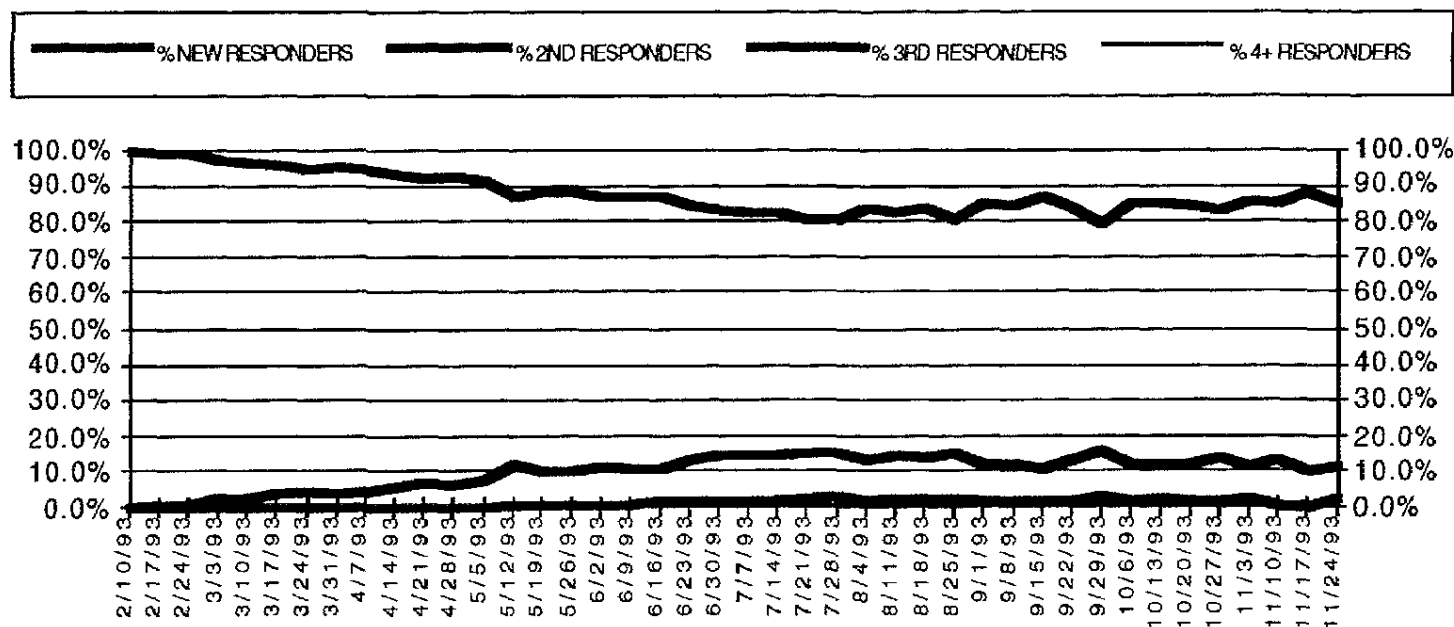
# V-WEAR 1993 OVERVIEW

Multiple responders were more inclined to collect UPCs prior to the V-Wear execution and redeemed more rapidly on the first of two orders than one time responders.
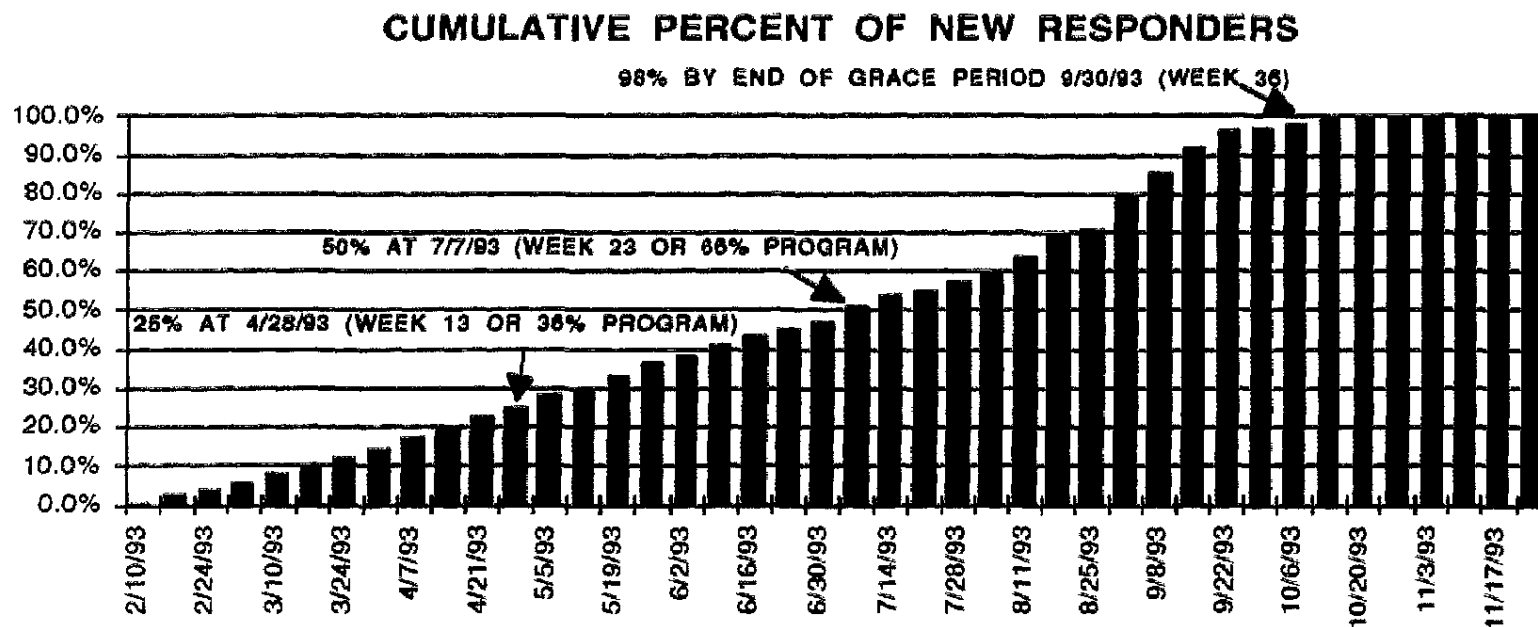
CUMULATIVE PERCENT RESPONDERS
ONE TIME VS. TWO TIME RESPONDERS

| ——————1 ORDER | —————1/2 ORDERS | —————2/2 ORDERS |
| --- | --- | --- |

# V-WEAR 1993 OVERVIEW

**The number of multiple responders grew as the program progressed.**

WEEKLY RESPONSE RATES BY PERCENT OF TOTAL RESPONDERS



| ———— % NEW RESPONDERS | ———— % 2ND RESPONDERS | ———— % 3RD RESPONDERS | ———— % 4+ RESPONDERS |

20

# V-WEAR 1993 OVERVIEW

As anticipated, the majority of all responders redeemed in the later part of the program.

CUMULATIVE PERCENT OF NEW RESPONDERS

98% BY END OF GRACE PERIOD 9/30/93 (WEEK 36)

50% AT 7/7/93 (WEEK 23 OR 66% PROGRAM)

26% AT 4/28/93 (WEEK 13 OR 36% PROGRAM)

21

# V-WEAR 1993 OVERVIEW

**On a fair share basis, multiple responders accounted for a greater than expected number of items ordered.**

SHARE OF RESPONDERS VS. ITEMS ORDERED



% RESPONDERS    % ITEMS ORDERED

NO. OF ORDERS SUBMITTED

22
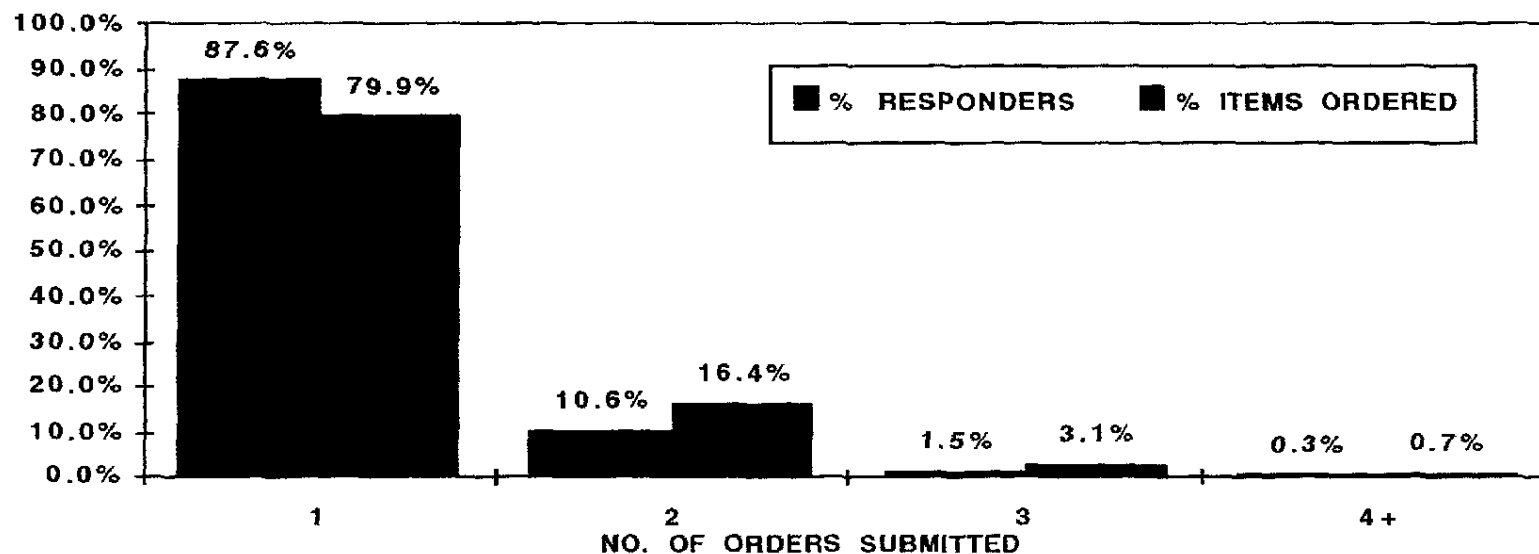
# V-WEAR 1993 OVERVIEW

The average number of items per order was consistent within each multiple responder group.

AVERAGE NUMBER OF ITEMS PER ORDER

■1 ■2 ■3 4+



23
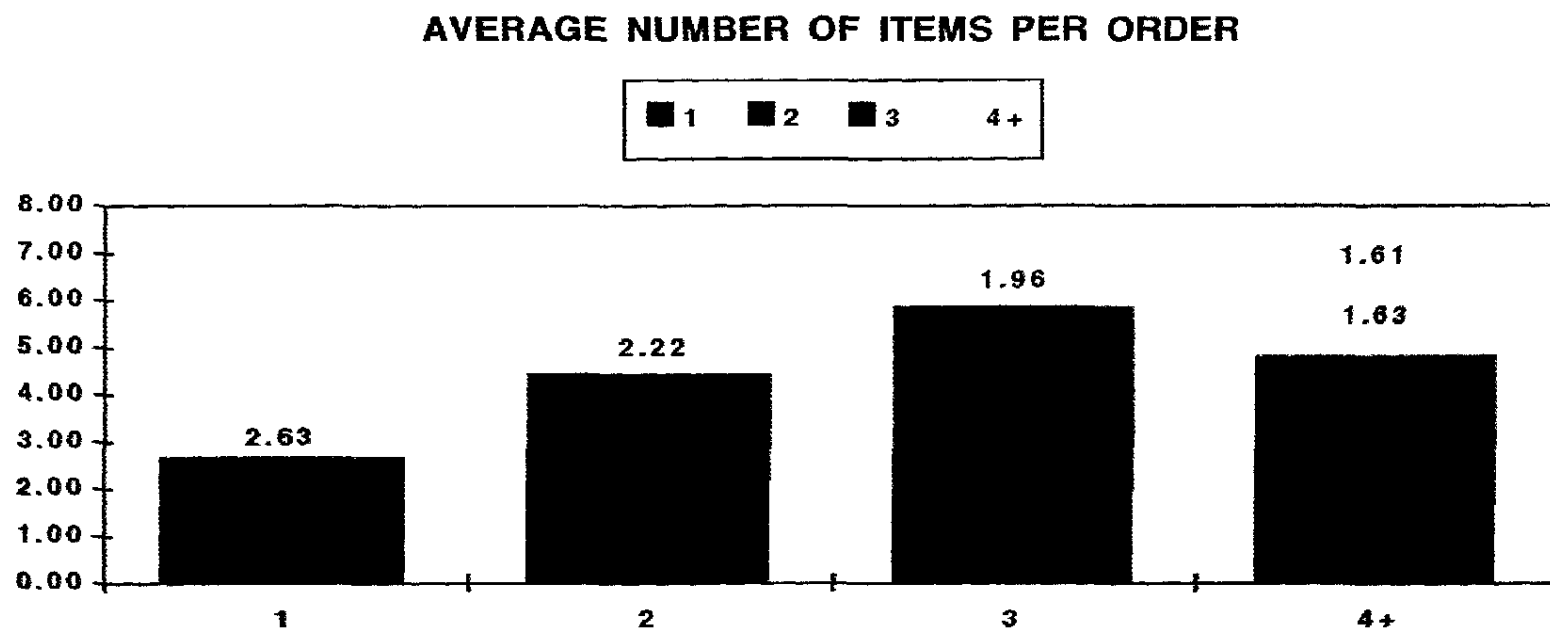
# V-WEAR 1993 OVERVIEW

## The average number of UPCs per item ordered was steady with each additional order submitted

AVG. NUMBER OF UPCS PER ITEM ORDERED
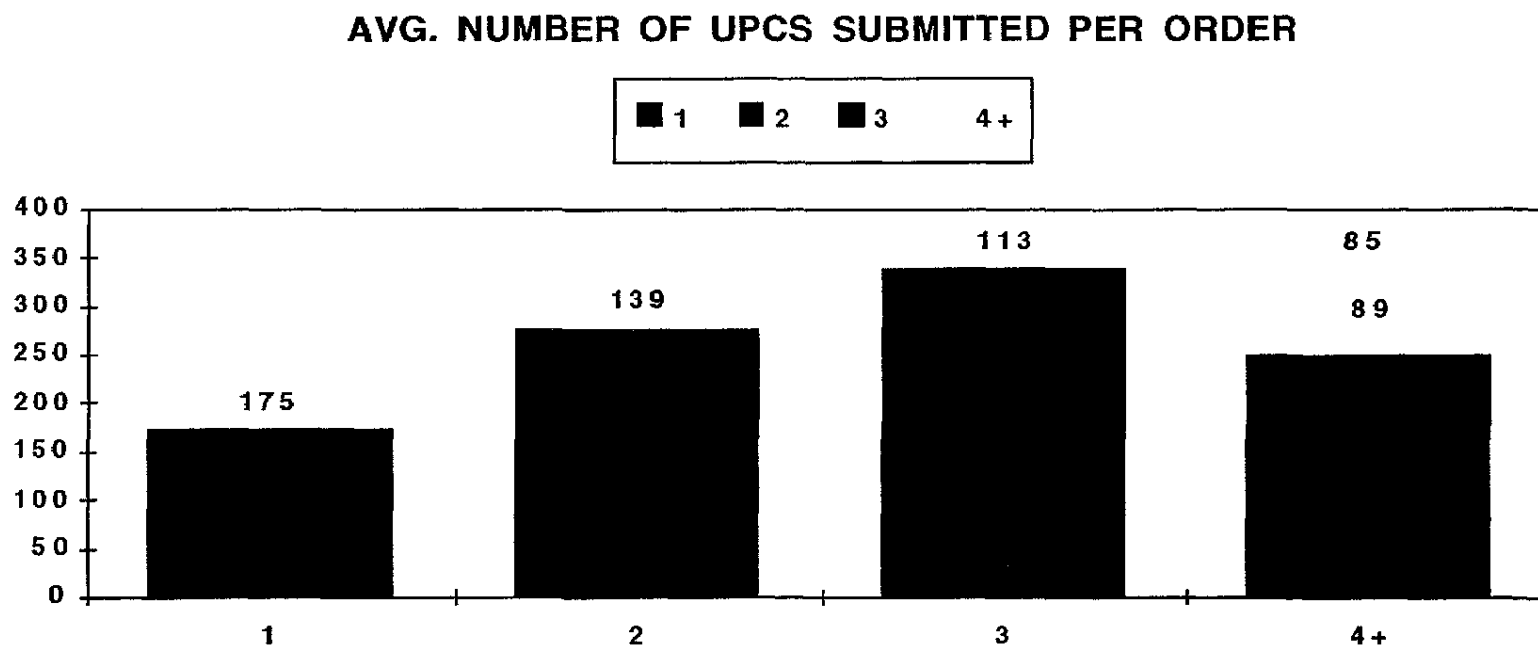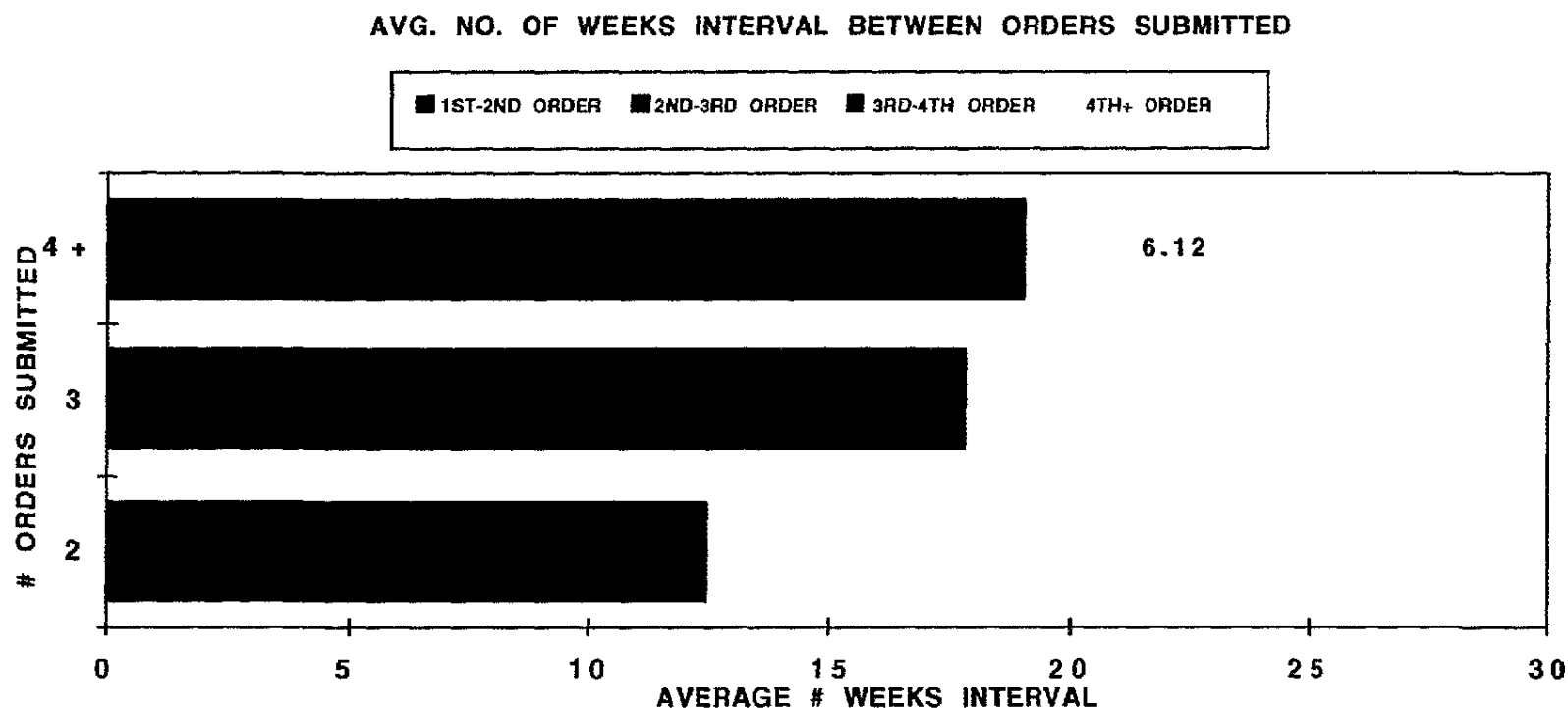
■1  ■2  ■3  4 +

55
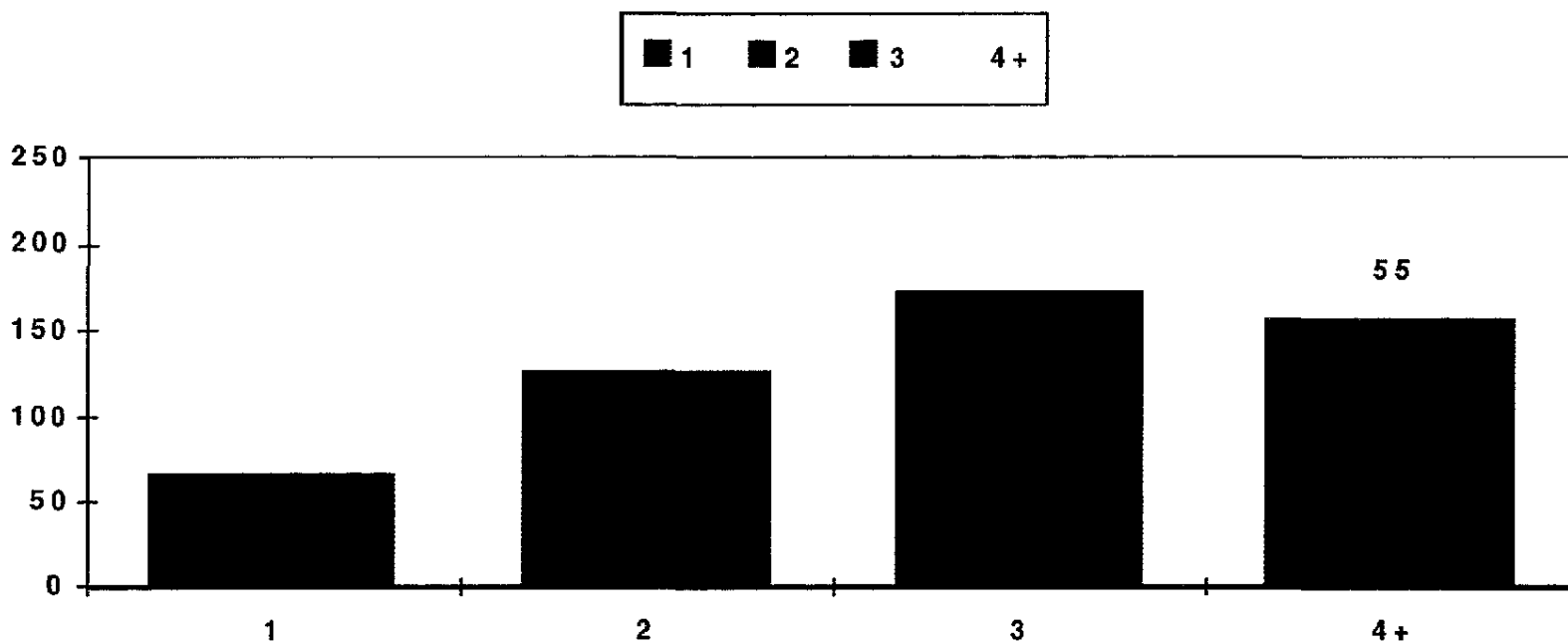
2071422808

# V-WEAR 1993 OVERVIEW

Similarly, the number of UPCs submitted per order was consistent within each multiple responder group.

## AVG. NUMBER OF UPCS SUBMITTED PER ORDER

■ 1    ■ 2    ■ 3    4 +



25

# V-WEAR 1993 OVERVIEW

Among respondents that sent in 2 orders, the average interval between orders was 13 weeks, which was double the length of time among respondents that sent in 4 or more orders (6 weeks).

AVG. NO. OF WEEKS INTERVAL BETWEEN ORDERS SUBMITTED

| ■1ST-2ND ORDER | ■2ND-3RD ORDER | ■ 3RD-4TH ORDER | 4TH+ ORDER |
|---|---|---|---|



6.12

# ORDERS SUBMITTED (y-axis): 4 +, 3, 2

AVERAGE # WEEKS INTERVAL (x-axis): 0 5 10 15 20 25 30
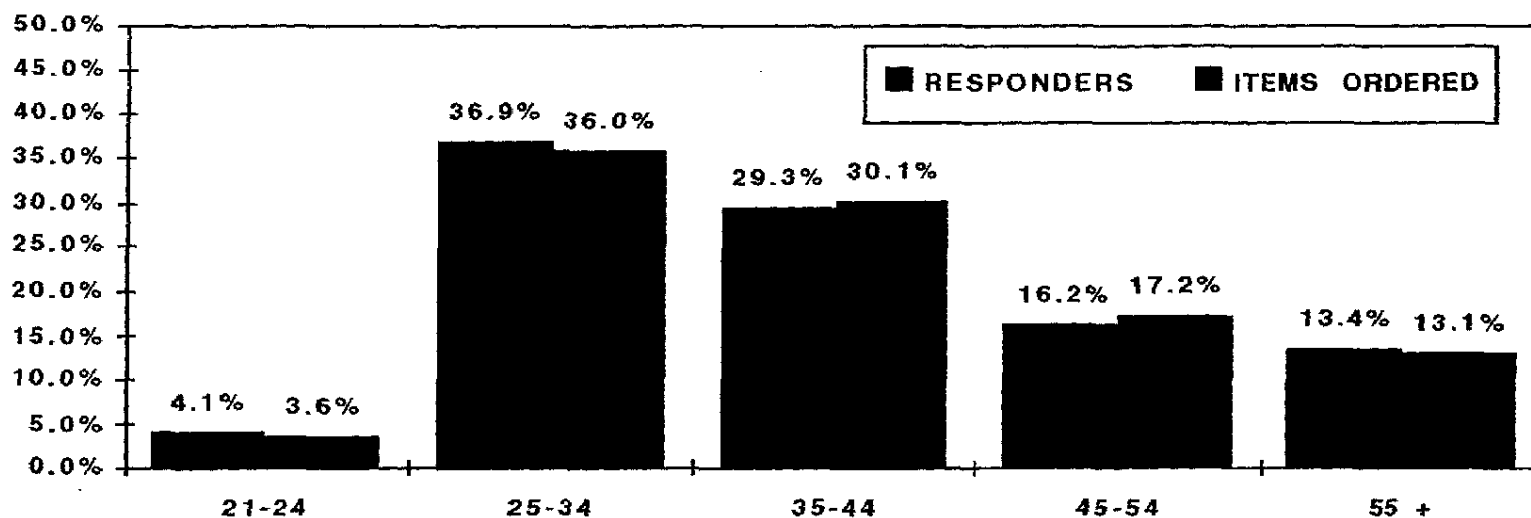
# V-WEAR 1993 OVERVIEW

As expected, among respondents with known gender, 98% were female, which is comparable to the distribution found in the National Tracking Study (12mm 6/93) of 95%/5% female/male split.

SHARE OF RESPONDERS VS. ITEMS ORDERED BY GENDER
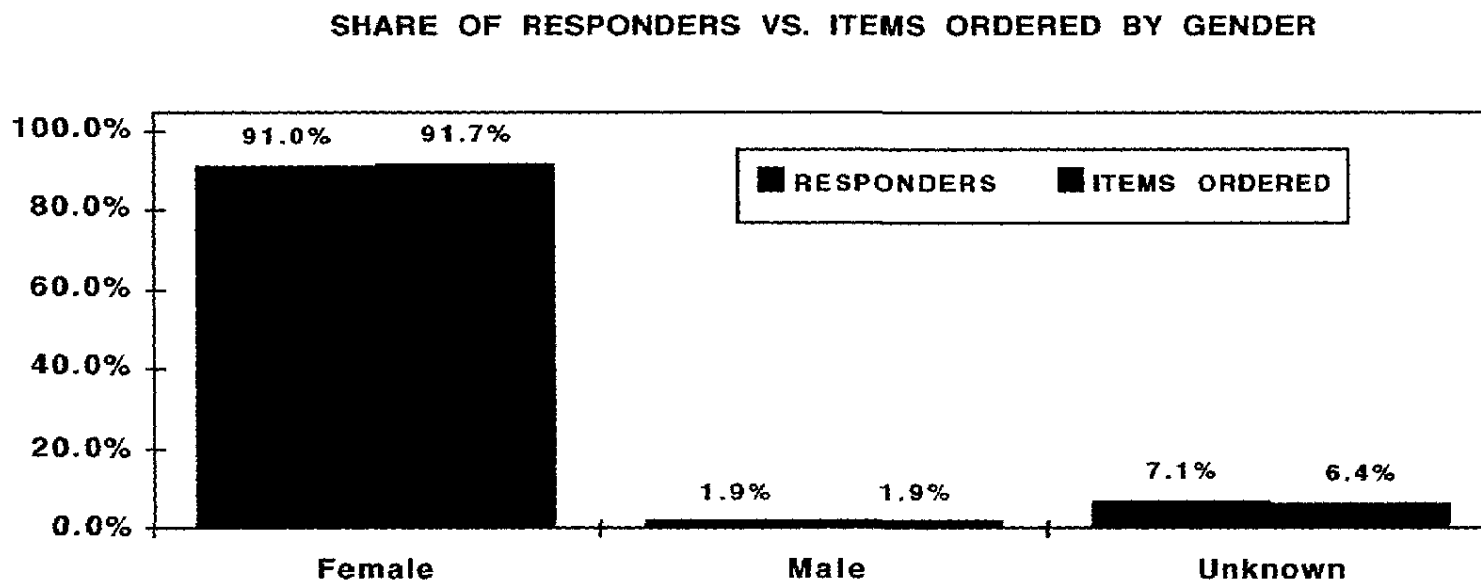
# V-WEAR 1993 OVERVIEW

For the most part, the number of items ordered by responders was similar regardless of the age group.

RESPONDERS VS. ITEMS ORDERED BY AGE



Legend: ■ RESPONDERS  ■ ITEMS ORDERED

Data:
- 21-24: 4.1%  3.6%
- 25-34: 36.9%  36.0%
- 35-44: 29.3%  30.1%
- 45-54: 16.2%  17.2%
- 55 +: 13.4%  13.1%

# V-WEAR 1993 OVERVIEW

V-Wear was successful in drawing in additional competitive smokers between the ages of 25 - 44.

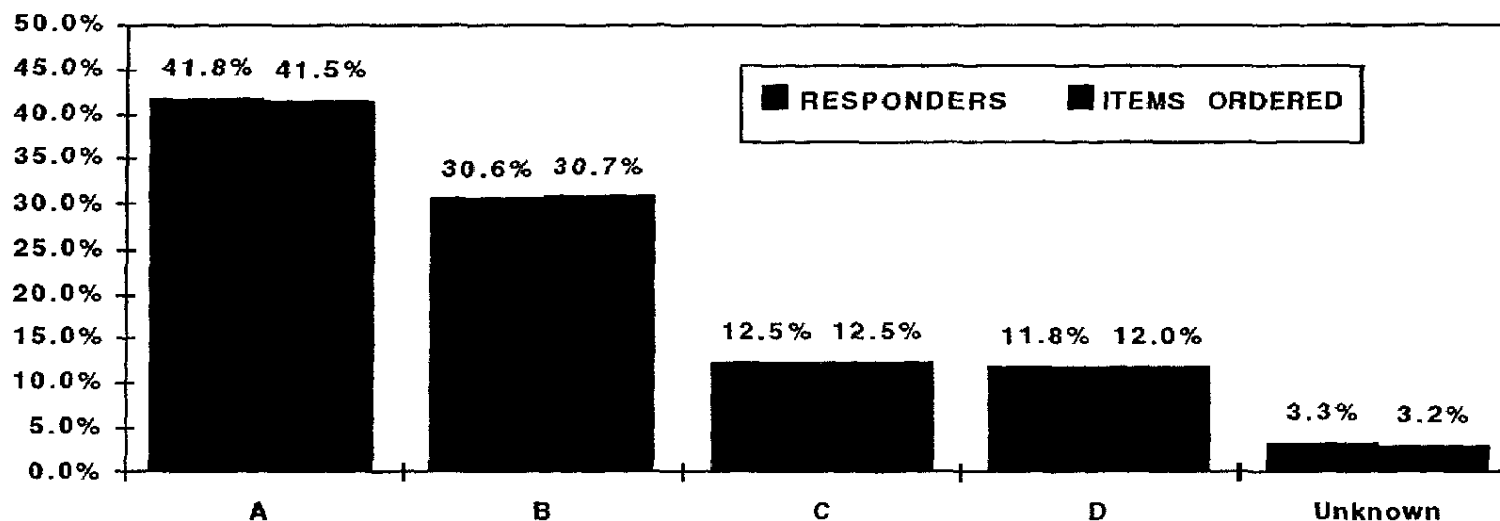| | V. SLIMS SMOKERS (%) * | V-WEAR RESPONDERS (%) | INDEX |
|---|---|---|---|
| 21-24 * | 5 | 4 | 80 |
| 25-34 | 34 | 37 | 109 |
| 35-44 | 27 | 29 | 107 |
| 45-54 | 16 | 16 | 100 |
| 55+ | 15 | 13 | 87 |

* DEFINED 22 - 24 YEARS IN NATIONAL TRACKING STUDY 12MM 6/93

2071422813

# V-WEAR 1993 OVERVIEW

Consumers residing in large metropolitan areas exhibited greater response to the urban chic clothing (72%).

RESPONDERS VS. ITEMS ORDERED BY NIELSEN COUNTY TYPE

| | RESPONDERS | ITEMS ORDERED |
|---|---|---|
| A | 41.8% | 41.5% |
| B | 30.6% | 30.7% |
| C | 12.5% | 12.5% |
| D | 11.8% | 12.0% |
| Unknown | 3.3% | 3.2% |

30

# V-WEAR 1993 OVERVIEW

## SHARE OF ITEMS

| UPC | ITEM | SHARE |
|---|---|---|
| 20 | Lighter | 27.0% |
| 40 | Sunglasses | 21.7% |
| 40 | Belt Bag | 11.5% |
| 30 | T-Shirt | 10.9% |
| 60 | Bracelet | 6.0% |
| 100 | Lace Vest | 5.9% |
| 225 | Backpack | 4.7% |
| 40 | Lace Tie | 3.4% |
| 350 | Biker Jacket L | 3.1% |
| 35 | Cap | 2.8% |
| 350 | Biker Jacket M | 2.2% |
| 350 | Biker Jacket S | 0.7% |

## SHARE OF ITEMS BY UPC LEVEL

| UPC | ITEM | SHARE |
|---|---|---|
| **LOW (20-40 UPCs)** | | |
| 20 | Lighter | 27.0% |
| 40 | Sunglasses | 21.7% |
| 40 | Belt Bag | 11.5% |
| 30 | T-Shirt | 10.9% |
| 40 | Lace Tie | 3.4% |
| 35 | Cap | 2.8% |
| | | 77.4% |
| **MID (60 UPCs)** | | |
| 60 | Bracelet | 6.0% |
| **HIGH (100-350 UPCs)** | | |
| 100 | Lace Vest | 5.9% |
| 225 | Backpack | 4.7% |
| 350 | Biker Jacket L | 3.1% |
| 350 | Biker Jacket M | 2.2% |
| 350 | Biker Jacket S | 0.7% |
| | | 16.6% |

31

# V-WEAR 1993 OVERVIEW

## The four most fullfilled items were all low level items.

SHARE OF ITEMS ORDERED



35.0% —
30.0% — 27.0%
25.0% —        21.7%
20.0% —
15.0% —               11.5%   10.9%
10.0% —                               6.0%    6.0%    5.9%
5.0% —                                                       4.7%
0.0% —                                                               3.4%    2.8%

Lighter (20) | Sunglasses (40) | Belt Bag (40) | T-Shirt (30) | Biker Jacket (350) | Bracelet (60) | Lace Vest (100) | Backpack 225) | Lace Tie (40) | Cap (35)
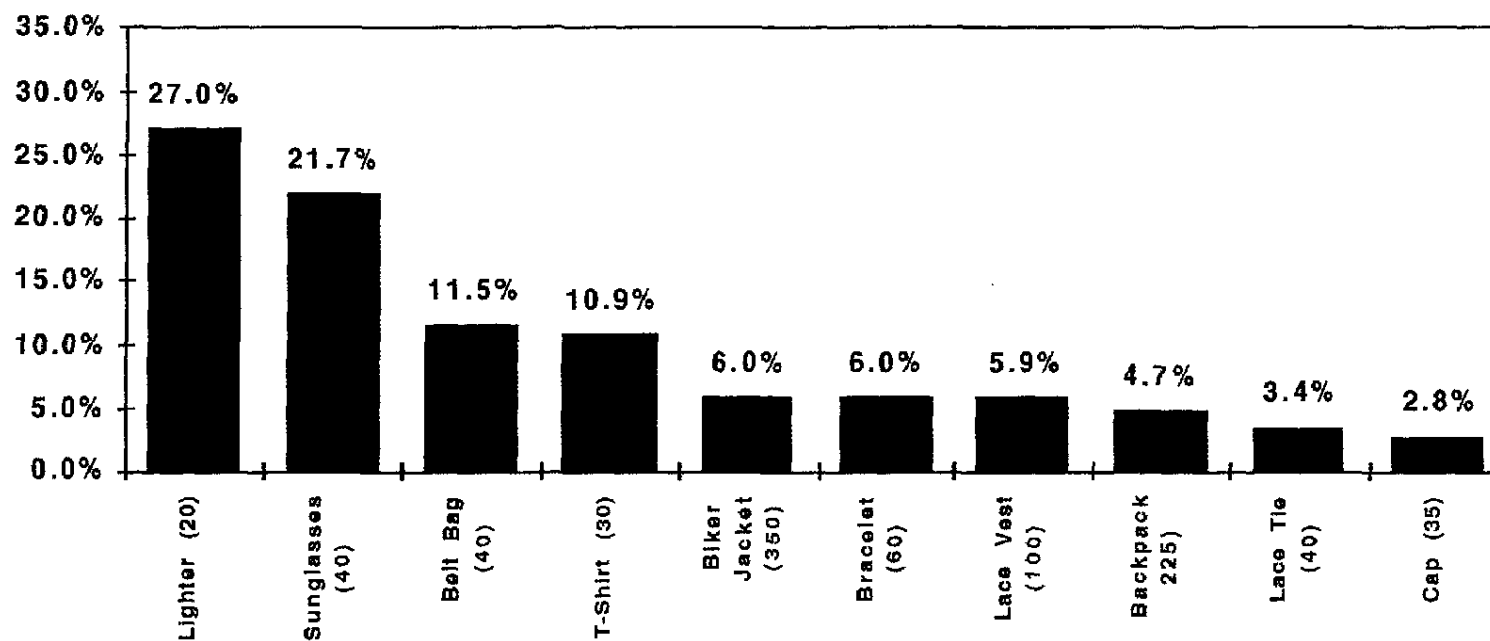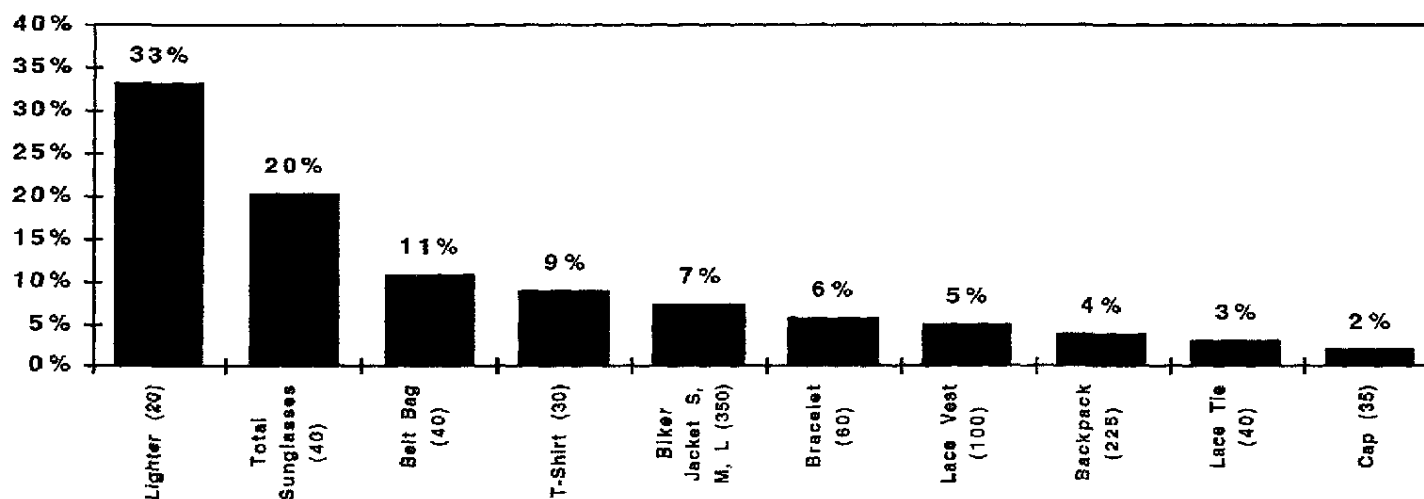
# V-WEAR 1993 OVERVIEW

- Focus groups conducted in November 1992 explored consumer reactions to the V-Wear collection:
    - Virginia Slims smokers 25-45
    - Competitive smokers 21-30 and 31-45
- Key findings:
    - "Updated" brand image appealed to young adult V. Slims and competitive smokers. Older smokers not as comfortable with new image, but found some items in the catalog that were appealing to them.
    - Lighter was the most favorably viewed item.
    - Leather jacket created an appealing image setting a "fashion" and "quality" tone, especially among younger adult women. The leather jacket created greater interest than the backpack.
    - Tie and cap generated no interest among this sample.

33

# V-WEAR 1993 OVERVIEW

One third of all items ordered were Lighters (20 UPCs). The biker jacket (350 UPCs) was the most frequently requested of the high end items (7%).

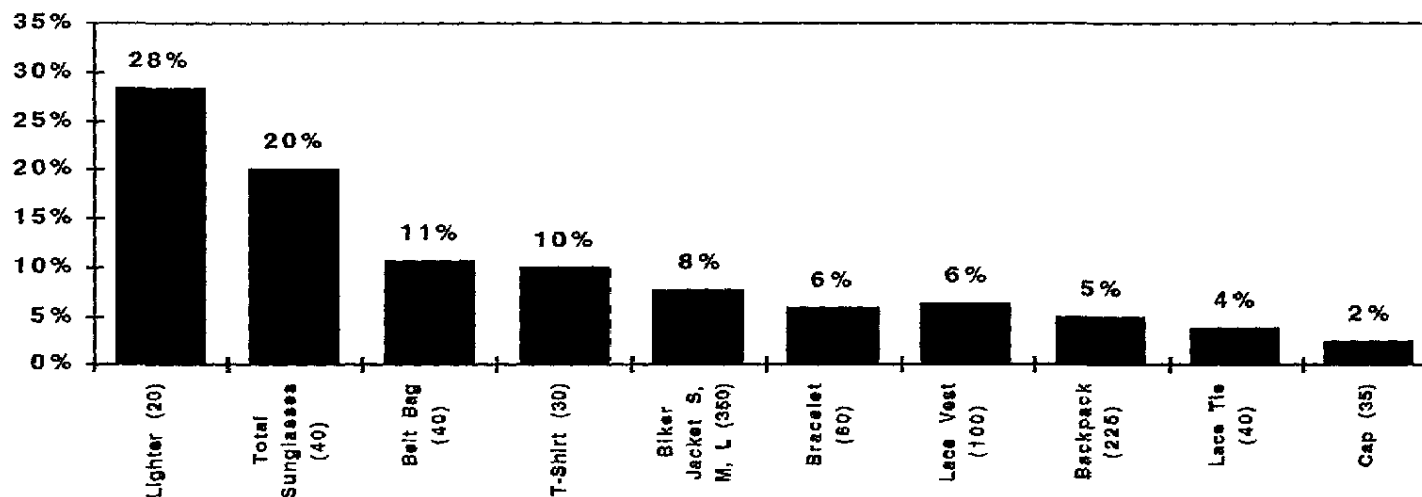SHARE OF ITEMS ORDERED AMONG 21-24 YEAR OLDS



33%  20%  11%  9%  7%  6%  5%  4%  3%  2%

Lighter (20)
Total Sunglasses (40)
Belt Bag (40)
T-Shirt (30)
Biker Jacket S, M, L (350)
Bracelet (60)
Lace Vest (100)
Backpack (225)
Lace Tie (40)
Cap (35)

# V-WEAR 1993 OVERVIEW

Similarly, the low UPC lighter was most frequently requested among this group. High UPC items accounted for 19% of total items, with the biker jacket capturing 8% share.
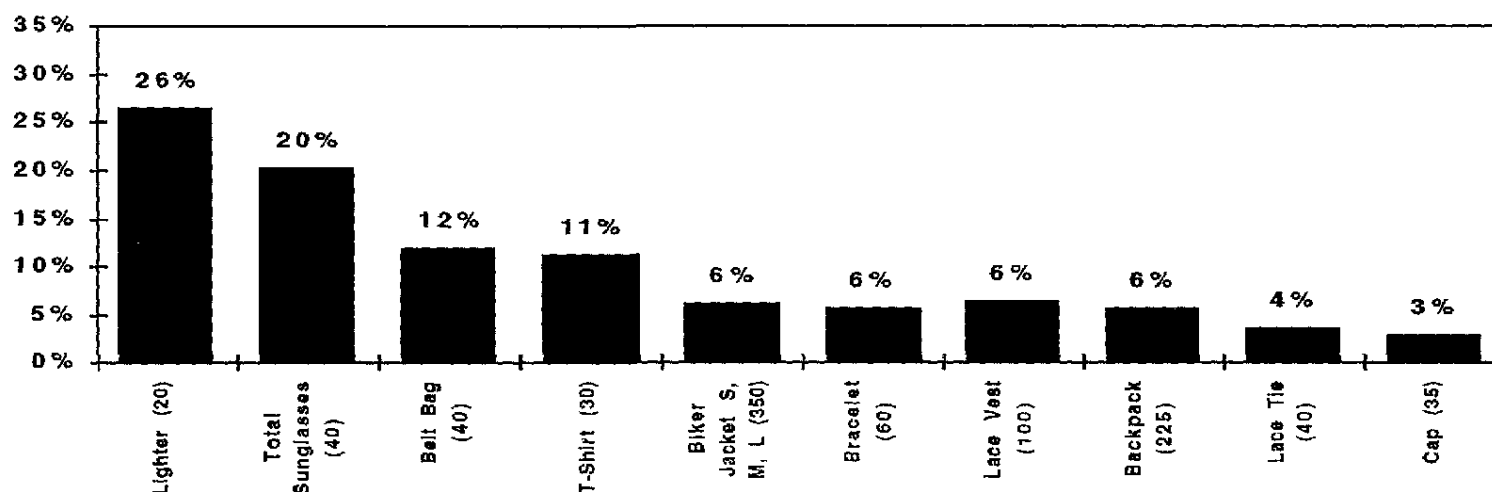
SHARE OF ITEMS ORDERED AMONG 25-34 YEAR OLDS

# V-WEAR 1993 OVERVIEW

High level items were also in great demand among this age bracket accounting for 18% of total items.

SHARE OF ITEMS ORDERED AMONG 35-44 YEAR OLDS
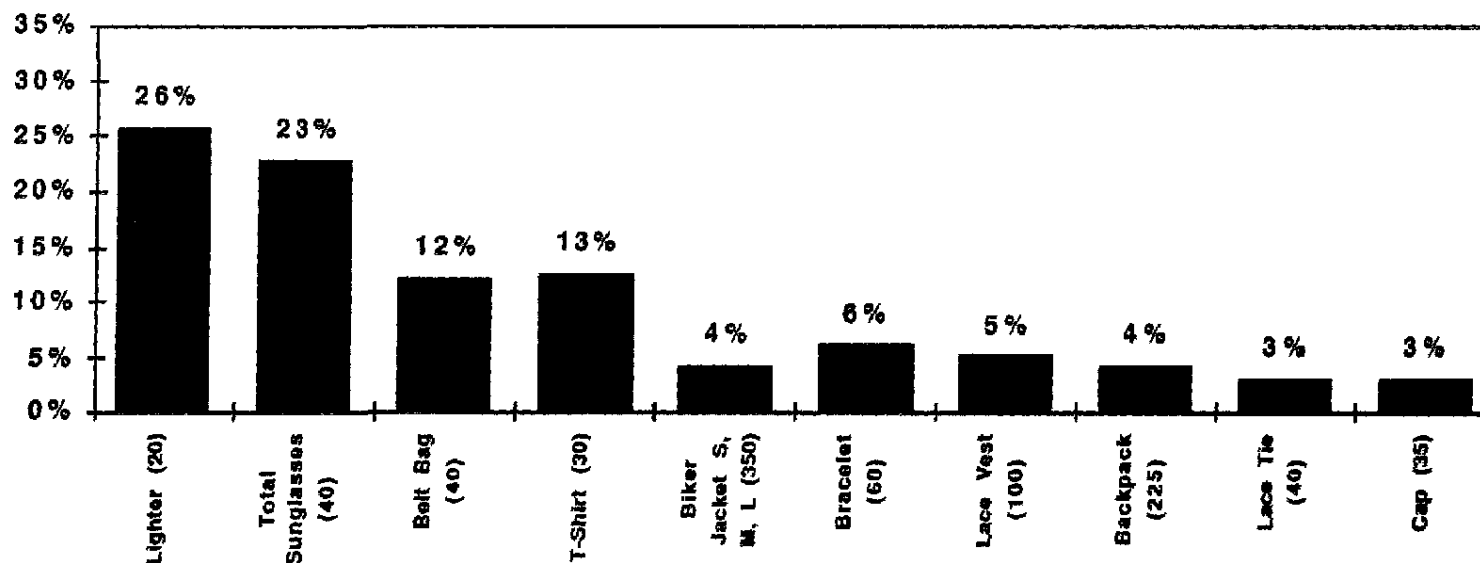


35%
30%
25%
20%
15%
10%
5%
0%

26%  Lighter (20)
20%  Total Sunglasses (40)
12%  Belt Bag (40)
11%  T-Shirt (30)
6%  Biker Jacket S, M, L (350)
6%  Bracelet (60)
6%  Lace Vest (100)
6%  Backpack (225)
4%  Lace Tie (40)
3%  Cap (35)

36

# V-WEAR 1993 OVERVIEW

Low level items accounted for 80% total items, with the sunglasses being slightly more in demand in this group.

SHARE OF ITEMS ORDERED AMONG 45-54 YEAR OLDS



Bar chart data:
- Lighter (20): 26%
- Total Sunglasses (40): 23%
- Belt Bag (40): 12%
- T-Shirt (30): 13%
- Biker Jacket S, M, L (350): 4%
- Bracelet (60): 6%
- Lace Vest (100): 5%
- Backpack (225): 4%
- Lace Tie (40): 3%
- Cap (35): 3%
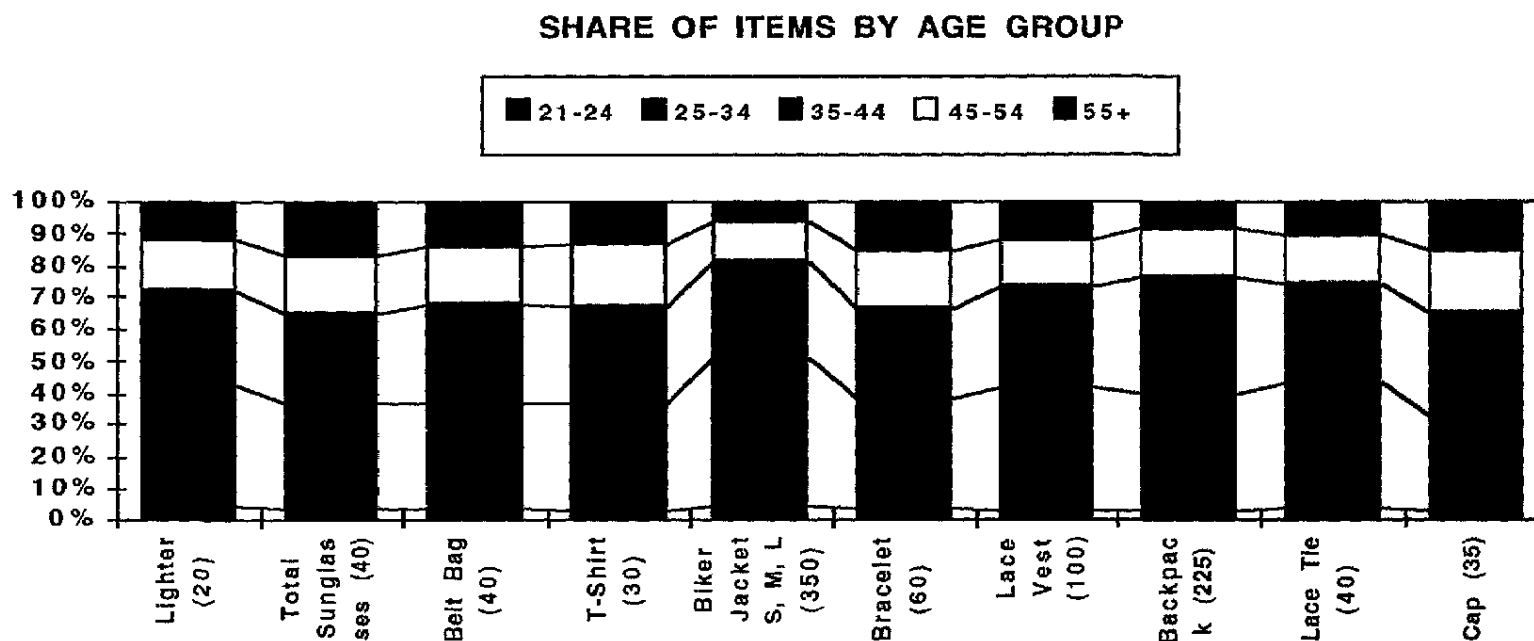
37

# V-WEAR 1993 OVERVIEW

**Low UPC items contributed as much as 82% among 55+ year olds, with the Sunglasses being the most requested item.**

## SHARE OF ITEMS ORDERED AMONG 55+ YEAR OLDS

A bar chart with the y-axis showing percentages from 0% to 35% in increments of 5%.

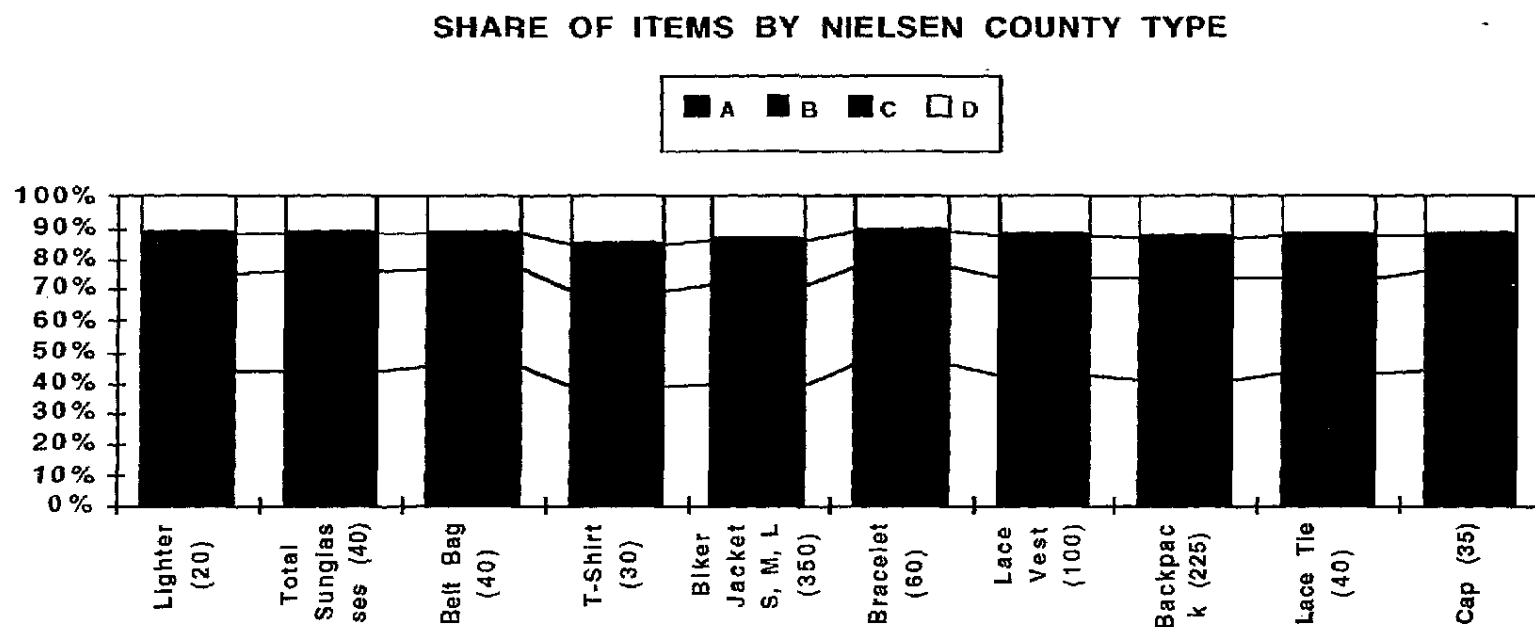| Item | Percentage |
|------|-----------|
| Lighter (20) | 24% |
| Total Sunglasses (40) | 29% |
| Belt Bag (40) | 12% |
| T-Shirt (30) | 11% |
| Biker Jacket S, M, L (350) | 3% |
| Bracelet (60) | 7% |
| Lace Vest (100) | 5% |
| Backpack (225) | 3% |
| Lace Tie (40) | 3% |
| Cap (35) | 3% |
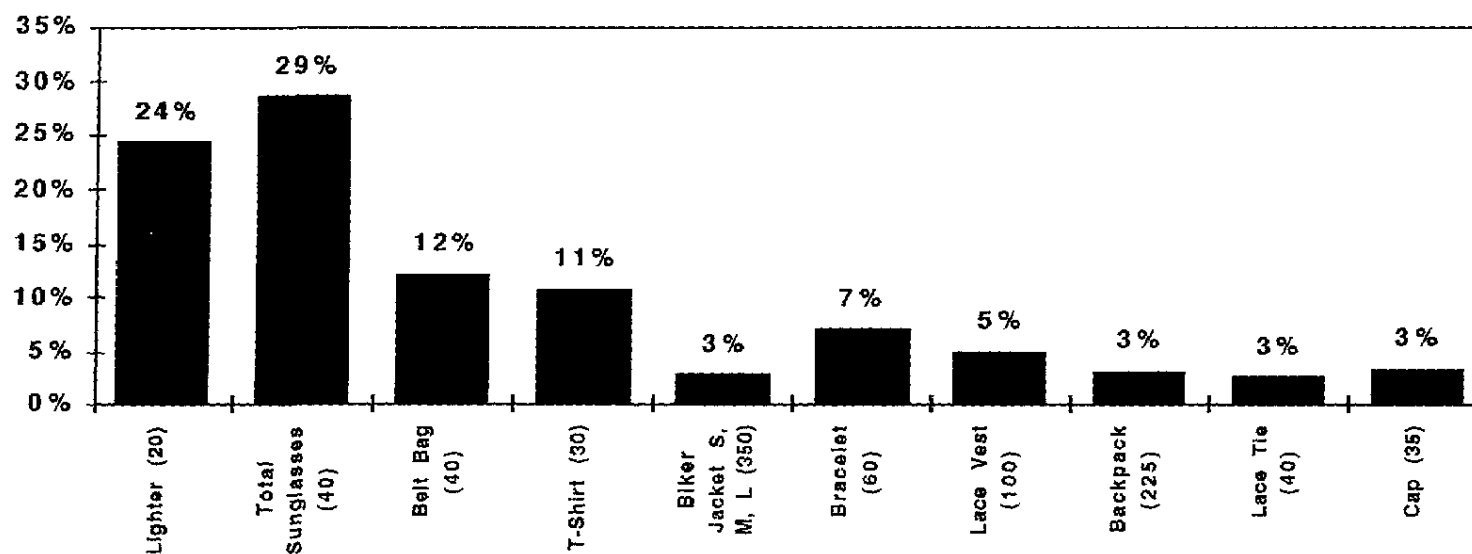
# V-WEAR 1993 OVERVIEW

High UPC items generated greater orders among 21-44 year olds, while low UPC items were in more demand among 45+ year olds.

SHARE OF ITEMS BY AGE GROUP

■ 21-24  ■ 25-34  ■ 35-44  ☐ 45-54  ■ 55+

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Lighter (20)
Total Sunglasses (40)
Belt Bag (40)
T-Shirt (30)
Biker Jacket S, M, L (350)
Bracelet (60)
Lace Vest (100)
Backpack (225)
Lace Tie (40)
Cap (35)

39

# V-WEAR 1993 OVERVIEW

**There was no significant variation in the items ordered by Nielsen county type.**

SHARE OF ITEMS BY NIELSEN COUNTY TYPE

■A  ■B  ■C  □D



X-axis labels: Lighter (20), Total Sunglasses (40), Belt Bag (40), T-Shirt (30), Biker Jackets, M, L (350), Bracelet (60), Lace Vest (100), Backpack (225), Lace Tie (40), Cap (35)

Y-axis: 0% to 100%

40

2071422825

V-WEAR 1994

# V-WEAR 1993 OVERVIEW

## VWEAR 1993/1994
## PREMIUM OFFERS

| 1993 ITEMS OFFERED | # UPCS | 1994 ITEMS OFFERED | # UPCS |
|---|---|---|---|
| **LOW (20-40 UPCS)** | | **LOW (20-40 UPCS)** | |
| Lighter | 20 | Tattoo kit | 20 |
| Yellow V-Neck Tee | 30 | T-shirt (commentary) | 30 |
| Baseball Cap | 35 | Choker (kit) with removable brooch | 35 |
| Tie | 40 | Silver heart Lighter | 40 |
| Belt Bag | 40 | Sunglasses (w/case) | 40 |
| Black Glasses | 40 | | |
| Tortoise Glasses | 40 | | |
| | 7 | | 5 |
| **MID (60 UPCS)** | | **MID (55-80 UPCS)** | |
| Bracelet | 60 | Printed crepe scarf | 55 |
| | | Mini-bag pouch | 60 |
| | | White Poet's Blouse (S/M) | 80 |
| | | White Poet's Blouse (M/L) | 80 |
| | 1 | | 4 |
| **HIGH (100-350)** | | **HIGH (100-400)** | |
| Vest | 100 | Long Vest (S/M) | 100 |
| Backpack | 225 | Long Vest (M/L) | 100 |
| Biker Jacket (S) | 350 | Large Suede Pouch Bag | 175 |
| Biker Jacket (M) | 350 | Wristwatch (Bracelet style) | 240 |
| Biker Jacket ( L) | 350 | Leather Jacket (S) | 400 |
| | | Leather Jacket (M) | 400 |
| | | Leather Jacket (L) | 400 |
| | 5 | | 7 |
| **TOTAL NO. ITEMS** | 13 | **TOTAL NO. ITEMS** | 16 |
| **NO. UNIQUE ITEMS** | 11 | **NO. UNIQUE ITEMS** | 12 |

42

# V-WEAR 1993 OVERVIEW

- Learning from V-Wear 1993 applied towards generating forecast for V-Wear 1994 items.

- 1994 forecast based on three main factors:

  - Results from the focus groups on consumer appeal

  - Similarity of 1994 items to specific 1993 items

  - Response rate of these comparable 1993 items by media were applied to 1994 items with adjustments for differences in UPC requirements, media circulation, length of program.

- Actual fulfillment response of 1994 item will be tracked against forecasted response and any variance from forecast will be applied towards making timely purchasing decisions to adjust inventory to appropriate levels to meet consumer demand.

2071422827

# V-WEAR 1993 OVERVIEW

## KEY LEARNING

- The majority of responders will continuously collect UPCs and fulfill towards the end of the program to be able to redeem on the higher level items.

- In order to have a broader appeal to consumers, a well balanced mix of high and low level items should be offered.

- V-Wear fashion collection was successful in meeting its objectives in appealing to their key consumer group of females between the ages of 25-44.

- Hoarding of UPCs and multiple responses are apparent among older, heavier smokers.